



**CITY OF COLUMBIA**  
**OFFICE OF BUSINESS OPPORTUNITIES**  
**BUSINESS SPOTLIGHT APPLICATION FORM**



Company \_\_\_\_\_ President/Owner/Contact \_\_\_\_\_  
Established Date: \_\_\_\_\_ Number of employees: \_\_\_\_\_ Annual Sales: \_\_\_\_\_  
Brief business description: \_\_\_\_\_  
Address: \_\_\_\_\_ City and Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Capital Assistance: If needed, demonstrate the need for marketing, advertisement or additional capital  
Example: Applicants to loan programs: Commercial Revolving Loan Fund (CRLF), Columbia Economic Renaissance Fund (CERF), and Empowerment Zone (EZ). Yes \_\_\_\_\_ No \_\_\_\_\_

Tax Relief: Has your business taken advantage of any Columbia Empowerment Zone tax credits and incentives that you may qualify for (WOTC, EZ Wage Credits)? Yes \_\_\_\_\_ No \_\_\_\_\_

Growth: Can you demonstrate growth based on number of employees (contributed to the local employment) or sales (sales have improved at a rapid pace)? Yes \_\_\_\_\_ No \_\_\_\_\_

Community Involvement: Demonstrate that the businesses participated in any community or charitable events locally. Yes \_\_\_\_\_ No \_\_\_\_\_

Contributions: Contributing to the community either in-kind or financially. Yes \_\_\_\_\_ No \_\_\_\_\_

Why should your business be selected? What is your vision for growth in the coming years? What is the growth potential for your business? \_\_\_\_\_  
\_\_\_\_\_

Diversity: Demonstrate any action taken to improve diversity in the work place. Or if you are a one person operation, tell us if your business in any way assists with the inclusion of diversity in your community. Tell us what your vision is for including more diversity in your business. \_\_\_\_\_  
\_\_\_\_\_

Community Relations: How the business has improved because of business relations. What kind of activities does your business have in place to attract, maintain, or improve relations? Ex. Networking  
\_\_\_\_\_

Community Contribution: How is your business a good community neighbor? Has the business participated in any charitable events? Has the business contributed time (free workshops, seminars), talent, financial assistance, personal time, or in-kind for any community activity including local schools, or nonprofit organizations? \_\_\_\_\_  
\_\_\_\_\_

Reputation: Demonstrate how outstanding your business is in the community. You may include: articles, awards, recognition within the industry, recognition for community service, feed back from customers, vendors and suppliers (including letters). We may conduct an onsite visit. \_\_\_\_\_  
\_\_\_\_\_

Please submit applications to:

City of Columbia Office of Business Opportunities 1612 Bull Street/PO Box 147 Columbia, SC 29217. Office: (803) 545 - 3950 Fax: (803) 255 - 8912.  
Submit form with your answers. You may use additional paper to answer; no more than one page. You must briefly answer this page first.

**Please visit our website: [www.columbiacool.biz](http://www.columbiacool.biz)**